PROPOSAL FOR DOCTOR OF PHILOSOPY

ON

SOCIAL MEDIA: A TOOL TO SPREAD ANIMOSITY AND ITS CONSEQUENCES ON NATIONAL SECURITY IN INDIA

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SOCIAL MEDIA: A TOOL TO SPREAD ANIMOSITY AND ITS CONSEQUENCES ON NATIONAL SECURITY IN INDIA

1. Abstract

Today, social media is widely used as a new medium of communication. But while using this tool, we need to remember some important things. People may create communal, linguistic and cultural tensions in the society. Today's public is vulnerable; they believe what they read/see on social network sites. Social networking sites permit hatred groups to recruit and share out propaganda online. Social media becomes a weapon for spreading fake rumors and untrusted information. Terrorist groups are running their agenda for recruitment through social media portals. This research will check how it is affecting the country's internal and national security. And efforts will be made to find some solutions to it.

2. Introduction

Millions of people are connected over Social media across the world today. When we think about social media, the first thing that comes into mind is Facebook or Twitter, but social media is much wider than this. Now, online social networking is defined to access social network in the virtual world through the collection of online channels in the form of web-based technologies and it can be accessed through mobile also. Social media is a virtual world where people communicate with each other through messages and share information, pictures, video and audio etc. In addition, they discuss each other's thoughts and information. Positive news can reach you through social media. There is a new study every day. With no financial burden for social media, every common person has been able to run his own TV, newspapers many other ideologies. Social media users are increasing day by day and it is creating many issues in our society. Using Facebook, WhatsApp or Twitter is becoming a status symbol nowadays. Social media is new podium where new relation and contact gets build as well as it is attractive place for cybercriminal or destructive minded people. This new technology is offers new capabilities to people to people communication. Social media websites have both good and bad effects on modern culture. But it depends on its user. The difference in our actions can be small, but its result changes in a big way, and all depends on the user. However, when it is used for spreading mischief in the society or spreading wrong thoughts, the responsibility of citizen and the government increases even enemy nations may use social media to spread wrong messages about each other and to mislead others. But sometimes there are many other factors that affect the

user's mentality. It can cause changes in his actions. Sometimes the factors that may affect are religious, psychological, political or social and national.

2.1 Impact of Social Media

2.1.1 Psychological impact:

Napoleon said 100 years ago that newspapers spreading evils are even stronger than the 10,000 enemy soldiers. When Napoleon made this statement, there were no TVs, newspapers, and social media. When the Internet was spread worldwide, the artists predicted that the prevalence and speed of these technologies will give birth to cybercrime and cyber war in future. Therefore, all the countries and communities should remain vigilant in this regard. These advanced technologies offer new capabilities and benefits, but they could also introduce new risks for its users and society. Social media has become a necessity of daily living today. Today social media has not only affected our power of thinking, but also it has gained control of our social behavior. Social media is one factor among which could affect the user's mentality. Social media appears to be affecting everyone belonging to different age group in the world today. Social media can cause to changes in users' actions. In social psychological study, advertisements and election campaigns have a great impact on the mentality of the people which are called social stimulants. Social media is also a social stimulus factor in today's globe and affecting the mentality of the community at large scale. Most of the time social media is used to spread rumors and due the rumors users react so aggressively in religious, political and social matters.

2.1.2 Goebbels Propaganda:

The use of psychological warfare was done in the Second World War. Goebbels was the head of spreading false news about Germany's dictator Hitler. He spread the news of Hitler universally. Dr. Joseph Goebbels, a mysterious character, was a master of propaganda in Hitler's Third Reach. Goebbels did not stay alive to enjoy the acknowledgment; he and his wife committed suicide on 1 May 1945, a week earlier than the concluding fall of the Third Reich. After the war, American troops found a big diary written by Gobbles of principles of propaganda. Leonard Doob's 1950 article details them from a transformation of the record by Louis Lochner (1948).

2.1.3 Hitler's Basic Principles

These ideologies are preoccupied from Jowett & O'Donnell.

- Avoid abstract ideas - appeal to the emotions.
- Constantly repeat just a few ideas. Use stereotyped phrases.
- Give only one side of the argument.
- Continuously criticize your opponents.
- Pick out one special "enemy" for special vilification.

2.1.4 Current issues of Propaganda in across the globe:

A wide range of resources and media are used for transmitting propaganda, which could alter as new technologies, including paintings, cartoons, posters, pamphlets, films, radio shows, TV shows, and websites. More recently, the digital age has given rise to new ways of disseminating propaganda, for example, using bots and algorithms to create computational propaganda and spread fake or biased news using social media.

3. Literature review

3.1 M. Nick Hajli (2013) A study of the impact of social media on consumers:

Social media has offered new vision for clients to interact on the Internet. Customer's use social media, such as online communities, create content and connect with other users. Social media study can also identify the benefits of getting business. Data from a survey has revealed how social media assist the social interaction of customers, and also increased trust and intent to purchase. The result also shows the trust that directly affected the purpose of buying. The perceived usefulness (PU) of a site is also acknowledged as a contributing aspect.

3.2Whitney Sue Thoene(2012) The Impact of Social Networking Sites on College Students' Consumption Patterns:

Through this research, researchers will examine the habit of buying of the college students due to the influence of social media. The researcher has used Facebook and Twitter for this test. Apart from this, researchers also examined the frequency of gender and its usage. The findings clearly show that both Facebook and Twitter are being used for getting sales information and advertisements. In addition, there is gender effect on both social networking sites as well as seller who has made friendship with the Customer, is more likely to buy from the seller.

3.3 Nicholas A. Christakis and James H. Fowler (2008) Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives:

Connected overturns the concept of the person and provides a revolutionary paradigm-that social networks influence your ideas, feelings, health, relationships, behavior, politics, and more. They will change according to the way we think about each aspect of our lives.

3.4Jackie Woods and Megan Potmesil (2011) "Effects of Social Media on Human Emotion"

A research project on the effects of social media on human emotions is being conducted by Megan Potmesil and Jackie Woods in the Department of Communication Studies at Cal Poly, San Luis Obispo. The intention of the study is to expose subjects to Facebook and then examine their experience. This study tested the use of Facebook and its emotional effects, based on time constraints and the subjects' changes in emotion.

3.5 Avinash Jagtap and Rajendra Gurao (2013) "The Role of Emotions in Decision-making"

This paper discusses several possible effects of emotions on decision making. It also discusses an experiment and its outcome, that was conducted to validate or otherwise, the claimed objectively of decision-making being free from emotions. The main outcome of the experiment was finding that decision-makers achieve better performance in decision making if they can control the possible biases produced by their feelings. A good decision-making process is expected, and often required, to be free from emotions. It is done to ensure that decision-making is objective. There is a strong belief among decision theorists that objective decision making is unbiased and more likely to produce good results.

3.6Julius KipkorirKimutai (2011) "Social Media and National Security Threats: A Case Study of Kenya"

The study concluded that social media has been used by terror organizations for ideological harassment, recruitment, communication and training of its members. Terrorist groups get benefit of social media to interact with the cyber-criminal organization and raise funds through internet. Social media is used by Islamic groups to promote successful terrorist attacks and as a result, the civil population becomes a panic. It was found that the military advised journalists to scrutinize and reverse inspection of most convenient sources. Studies have concluded that

criminal organizations are threats on drug trafficking, human trafficking and money laundering. Community criminal organizations like Mombasa Republican Council (MRC), 'Mangki' and 'Sungsangu' use social media as a tool to hire, spread, promotion and radicalization. It also concludes that the use of compiled open source intelligence (OSINT) for analyzing social media threats by military.

3.7 Shruti Pandalai (2016) "The 'Social Media' Challenge to National Security: Impact and Opportunities A Conceptual Overview"

This paper has provided a conceptual overview of the impact,opportunities and challenges thrown up by social media for security and law enforcement agencies. The focus has been to make a case for leveraging for engagement with citizens and securing communities, and mining information available publicly for actionable intelligence to anticipate and prevent possible law and order situations. It has also laid emphasis on the use of social media to build effective counter narratives and combat the extremist challenges. The issues of engagement, process, technology and legal challenges posed for government agencies deal with medium that could be tackled with a long-term vision.

3.8 Alfonso MONTAGNESE (2011) "Impact of Social Media on National Security" Diss. Military Center of Strategic Studies

Social media is a tool of public communications and spreading around the world only because of its flexibility and cheapness. Using these means can have many negative consequences on national security and can have a powerful effect on the state's strategic interests. Because social media is developing very quickly and interacting with geo-economic and socio-cultural elements on multiple side's Continuous inspection is important. Therefore, a "Social Media Strategy" should be created with added in detail and advanced knowledge about social media. Content and conversations shared over social media should be monitored. Governmental agencies need to improve their performance for the same

3.9 Joshua Chukwuere&Chijioke Francis Onyebukwa (2018) the Impacts of Social Media on National Security: A View from the Northern and South-Eastern Region of Nigeria

The social media (SM) platform has reengineered social interaction among peers, businesses, governments and so on. SM platforms are used in advancing social and national insecurity, such as the situation in the northern and southeastern parts of Nigeria. For some years now, terrorism and propaganda have engulfed the northern part of Nigeria by insurgent groups while separatist groups have also carried out demonstrations in the southeast. Each of these groups is using various kinds of online media to propagate their agenda, and the public also uses SM platforms to escalate this propaganda, which sometimes is fake news. However, there is no comprehensive study on the role of SM towards the challenges of insecurity confronting the northern and southeastern regions of Nigeria. This study deployed a quantitative research method through online questionnaires to determine the impacts of Facebook, Twitter and WhatsApp as SM tools on the security challenges confronting the northern and southeastern parts of Nigeria. The study found that Nigeria's security climate is very poor, SM is not a threat to Nigeria national security; the participants are uncertain whether Facebook, Twitter and WhatsApp have increased insecurity in the northern and southeastern parts of Nigeria and many more.

3.10 Julius KipkorirKimutai (2014) Social Media and National Security Threats: A Case Study of Kenya

Social Media are connection and mass communication tools, characterized by a global diffusion and an ever-growing level of use, considering their handiness and flexibility, as well as their extreme cheapness Social media platforms have far reaching social and security implications for the people of Kenya, their government and its national security agencies such as the military and the police. To protect Kenya’s freedom, security and prosperity, it is only fair that some serious studies be done about how the Government can harness online social networking tools and in equal measure monitors them in the event it threatens national security. The purpose of this study is to analyze social media and national security threats in Kenya. Specific objectives were to examine: the threats of social media technology to Kenya’s national security; the use of social media by the military in preventing, limiting or removing threats to national security; and the current state of Kenya’s national security and how social media makes it worse. The study adopted survey research method. The target population was all members of the military working in Nairobi units and a sample size of 50 members of the military working in Nairobi units. The study used proportional stratified sampling method. From the findings, it was found that social

media are used by terrorist organizations as tools for ideological radicalization, recruitment, communication and training of its members. It found that terrorist groups take advantage of Social Media to communicate with cyber-crime groups and to coordinate along with them fundraising activities carried out in part or completely on the Internet. The study found that social media are also used by Islamist groups for propaganda activities aimed at making public successful terrorist attacks, and, consequently, at throwing civil population into a panic. Criminal organizations are threats on drug smuggling, human trafficking and money-laundering. It found that community criminal organizations like Mombasa Republican Council (MRC), 'Mungiki'and 'Sungusungu' use social media as a tool to recruit, communicate, Spread propaganda and radicalization. On the other hand, the military use social media for military operations, communicating process of operation, boost morale of soldiers, clarify on propaganda messages sent by enemies and dispelling rumors, for updating civilians on progress of military operation, for public relations and operations such as "operation Linda Kenya". It found that the military uses social media as Open-Source Intelligence (OSINT) to analyze social media threats as was the case in Westgate attack, Nairobi. The study found that the Kenyan Military uses social media as tool for Diplomacy in gathering and Disseminating Information. Through blogs, Facebook, emails and Twitter, Kenyans can source and comment on topical political, economic as well as social issues. The study found that the security in Kenya is average and Kenya is still grappling in the dark as the monster of hatred spreads. It found that social media has contributed towards cattle rustling, poaching, terrorism attacks, tribal clashes, information warfare and hate speech. The study concluded that terrorist groups take advantage of Social Media to communicate with cyber-crime groups and to coordinate along with them fund-raising activities carried out in part or completely on the Internet. It concludes that social media are also used by Islamist groups for propaganda activities aimed at making public successful terrorist attacks, and, consequently, throwing civil population into a panic. It concludes that counter propaganda issued by the military to counter social media threats. And that the best news management comes from the military since they have a range of options for communicating their standpoint. The study recommends that Kenya needs to develop a comprehensive and adaptive national government policy framework that identifies roles, responsibilities, and resources across the government to detect, defend and pre-empt social media threats to the nation.

4. Objectives of the Study:

1) Study various security challenges that may hamper nation's internal as well as National security.
2) Analyze various security challenges that can arise due to misuse of social media.
3) Study Social media used for domestic disturbance and how it may lead to affect national security of nation
4) To study social media as a potential threat to internal security and its use for riots, naxal, cyber espionage and terrorist activities.
5) Study the use of social media for spreading hatred among communities and its consequences on national security
6) Study the present scenario of India's national security and how social media makes it inferior.

4.1 Proposed Hypotheses

H1= Social media is possible tool for peril to India's internal and national security.

H2= Offensive use of social media enhances social Animosity.

H3= Offensive use of social media increases animosity in society and has a significant impact on India's internal and national security.

5. Proposed Research Methodology

- Historical Research
- Textual Criticism
- Conceptual Analysis
- Synoptic Method

1) Historical Research: - history of the discipline and understanding the cultural, political, and social era of the text depends on reading and knowing history. History's major activity is to gather evidences regarding the past, evaluate that evidences within the temporal scope of the period under study, and then access how that evidence contributes to our understanding of that period.

2) Textual Criticism :- When we study a specific text, either a literary work, a philosophical treatise, or a theological tract, the reader has various means of interpretation. It can be viewed from a historical perspective, where the text is a response to previously written texts or beliefs, e.g., Descartes's Meditations; a sociological perspective, wherein the text is examined within the time frame when it was written, addressing the social, economic, and political problems of that specific period.

3) Conceptual Analysis:- This methodology goes back to the time of Plato and has been the major methodology used by philosophers. The basic idea is that questions like 'What is knowledge?', 'What is justice?', or 'What is truth?' can be answered solely based on one's grasp of the relevant concepts.

4) Synoptic Method:- This method started at the University of Chicago in 1950s. It can be viewed as a means of analyzing ideas within all academic disciplines by looking at the written texts where these ideas are discussed and critiqued.

5.1 Methodology to be adopted

In this estimated work the historical research method will be very beneficial because we are going to study the application of technology for humanities welfare. We need abstract real values based on recorded event. It requires review of history in utilization of technology and classifies its impact on society for its utilization.

6. Importance of Social Media study

6.1 International Status

6.1.1 Terrorist Recruitment

As per ATS sources the ISIS has a fully developed online recruitment team. This team operates from various parts of the globe. This team monitors youth who are ready to take arms to defend Islam or shows interest in the ISIS' ideology. Once such "vulnerable" youngsters are recognized, they radicalize, put through several recruiters, and ultimately, hand to Indian handler. The Indian recruiter then facilitates their journey to Syria through various routes.

In September 2015, an Indian woman, who was involved in recruitment for ISIS, was exile by the United Arab Emirates and then arrested in Hyderabad. A 37-year-old Afsha Jabeen alias assumed name Nikki Joseph pretended as British national encouraged youth to join ISIS through social media.

Furthermore, there is lot off evidence available today that directly explore social media's impact in social strife in America to New Zealand's Christchurch mosque shootings.

6.1.2Use of social media for spying:

The allegations were made by Facebook's instant messaging app WhatsApp for surveillance of many intellectuals, education experts, dalit activists, human rights activists and journalists in India. This is the type of cyber espionage in this regard, WhatsApp has filed lawsuit against Israel's NSO technology group in federal court in California. This has been done during the Lok Sabha elections, from 20 April to 10 May 2019. NSO's technology group has infiltrated malicious malware into 1400 mobile devices. The NSO group has used software called 'Pegasus' for this manipulation. The software, called Pegasus, made by NSO, copies all users' information through a microphone and sends the same to the developers.

6.2 National Status

6.2.1 Role Social Media in Kashmir issue

The government has spread education in the valley of Kashmir. There are twenty different types of social Medias such as the WhatsApp, Facebook, Twitter, Snapchat etc. Today the Kashmir valley has a 70% young population. They use many social mediums. The misuse of social media has increased in such a way that government has imposed various restrictions on them. Many Kashmiri youths have started a live streaming from mobile of any violence and spread incident to all. WhatsApp and Facebook are used to make youth radical. Media, like WhatsApp and Facebook are used for new recruitment of terrorist by terrorist organizations. When Indian army enters in any village for search and capture, a message is sent through the social media and people from the surrounding villages are called to throw stones on the army. The Army simultaneously, faces the terrorists and stones as well.

6.2.2 Use of social media for riots:

India is secular country, comprises several religions castes and sects. People of India are scattered in spiritual groups and cultural diversities but still we find lenience in the society. Riots occur in very erratic cases due to confusion in different communities. Here are some examples of some cases of riots occurred in various region of India due to the misuse of social media which cause the violence.

On 27th August 2013 'Muzaffarnagar Riots' happened between Muslims and Jats in Muzaffarnagar and Shamli (Uttar Pradesh). Through false stories, on social media a horrible and purposeful attempt was seen in spreading hatred between the communities. The representatives of political parties also used social medias like Facebook, MMS and CD's to provoke abhorrence in the communities.

The Vadodara riot is next case where social media was used wrongly. A youngster posted image over social media which hurts people's worship. After that the post goes viral and triggered violence in Gujarat's Vadodara. The aggression sustained for a week. For preventive measure mobile internet facility in the town was suspended to discontinue the increase of rumors.

In one more case tress gripped in Pune due to the misuse of social media. Mass gone wild in the city over image shared on Facebook and WhatsApp which harmed public worship. An angry crowd attacked and killed 24-year-old Muslim IT professional, who was returning home from offering namaz. He was not in any way connected to the circulation of the pictures.

6.3 Significance of the Study:

Today's situation is vulnerable; people could believe in what they read/see on social network sites. Social networking sites permit hatred groups to recruit and share propaganda online. Social media can be a weapon for spreading fake rumors and untrusted information. Terrorist groups are running their agenda for recruitment through social media portals. Recent examples show that on social media public react so aggressively in religious matters which could lead to religious turmoil in communities. Recent examples indicate that religious fundamentalist organizations spread rumor in religious matter which deteriorates religious reconciliation between communities and creates tension. This is very serious problem which needs to focus by the government on top priority. This threat can harm our nation integrity and internal security.

Some bright sides of social media cannot be ignored but if we see it from the national security perspective then this matter is dangerous.

7. Proposed Work Plan:

7.1 Proposed Chapter Formation:

Chapter-1: Problem Overview

- Background
- Problem statement
- Significance (national / international)
- Need of study
- Proposed output

Chapter-2: Literature Review

- Events
- Historical review
- Political Review (As per methodology)
- Research gap
- Estimated hypothesis

Chapter-3: Research Methodology

- Introduction to methodology will be implemented in the research
- Primary Sources
- Secondary Sources
- Classification of Data

Chapter-4: Data analysis and Interpretation

- Testing of hypothesis
- Tabulation of collected data
- Graphical representation of data
- Analysis of data
- Interpretations on the analysis

Chapter- 5: - **Findings & Conclusions**

- Findings from analysis and interpretations
- The concluding remark on the whole study

Chapter- 6: - **Suggestions & Recommendations for Further Enhancement**

- Suggestion and the remedial actions under the subheading of suggestions & recommendations for Further Enhancement

Chapter-7: - **Bibliography**

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7.2 Work Chart:

No	Content	Year					
		I Year		II Year		III Year	
		Ist Half	IInd Half	Ist Half	IInd Half	Ist Half	IInd Half
1	Literature Review						
2	Data Collection						
3	Data Analysis						
4	Result and Conclusion						
5	Report Writing						

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